

Message Text

UNCLASSIFIED

PAGE 01 STATE 144016
ORIGIN EB-07

INFO OCT-01 ARA-14 EUR-12 NEA-10 IO-14 ISO-00 AGRE-00
COME-00 TRSE-00 L-03 STR-04 /065 R

DRAFTED BY EB/OT/STA:GWHITE:JH
APPROVED BY EB/OT/STA:JSSPIRO
ATF:DROYCE
AGRI:WDOERING
EUR/RPE:RBRESLER
ARA/ECP:WBURSON (SUBS)
EB/ITP/EWT:PBLAKEBURN (SUBS)
EUR/EE:JSEYMOUR (SUBS)
-----034640 220218Z /73

R 212036Z JUN 77
FM SECSTATE WASHDC
TO AMEMBASSY ALGIERS
AMEMBASSY BELGRADE
AMEMBASSY BRASILIA
AMEMBASSY BUDAPEST
AMEMBASSY BUENOS AIRES
AMEMBASSY BUCHAREST
AMEMBASSY CAIRO
USMISSION GENEVA
AMEMBASSY LIMA
AMEMBASSY MEXICO
AMEMBASSY MOSCOW
AMEMBASSY NICOSIA
AMEMBASSY SANTIAGO
AMEMBASSY SOFIA
AMEMBASSY TEL AVIV

UNCLAS STATE 144016

USMTN ALSO FOR USMISSTON

E.O. 11652: N/A
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PAGE 02 STATE 144016

TAGS: ETRD

SUBJECT: U.S. REGULATIONS GOVERNING LABELING AND ADVERTIS-
ING OF WINE

REF: 76 STATE 288926

1. BUREAU OF ALCOHOL, TOBACCO AND FIREARMS (ATF) PUBLISHED IN THE FEDERAL REGISTER OF JUNE 15, 1977 PROPOSED AMENDMENTS TO THE EXISTING REGULATIONS GOVERNING APPELLATIONS OF ORIGIN, VITICULTURAL AREA, ESTATE OR VINEYARD LABELING, GRAPE TYPE, AND VINTAGE LABELING FOR WINES SOLD IN U.S. THESE PROPOSED AMENDMENTS ARE MODIFIED VERSIONS OF PROPOSED AMENDMENTS PUBLISHED IN THE FEDERAL REGISTER NOVEMBER 12, 1976, (SEE REFTTEL) AND CONTAIN SEVERAL PROVISIONS WHICH WILL AFFECT FOREIGN WINE IMPORTED INTO THE U.S.

2. THESE AMENDMENTS WILL: A) DROP THE PROPOSAL FOR THE CREATION OF A NEW CLASS OF WINE KNOWN AS "ATF SEAL" WINE. B) PROHIBIT THE USE OF THE ENGLISH LANGUAGE TERM "ESTATE BOTTLED" ON U.S. AND FOREIGN WINES BOTTLED AFTER JANUARY 1, 1983 FOR SALE IN THE U.S. C) REQUIRE THAT U.S. AND FOREIGN WINE LABELED WITH A GRAPE TYPE (VARIETAL) DESIGNATION BE DERIVED FROM NOT LESS THAN 75 PERCENT OF

GRAPES OF THAT VARIETY THE MINIMUM PERCENTAGE OF WHICH MUST BE SHOWN ON THE LABEL (EXCEPT IN THE CASE OF VITIS LABRUSCA VARIETIES SUCH AS CONCORD, WHICH WOULD REQUIRE ONLY 51 PERCENT), AND THAT THE MINIMUM PERCENTAGE OF THAT GRAPE BE SHOWN ON THE LABEL. D) THE NAMES OF TWO OR MORE GRAPE VARIETIES MAY BE USED AS THE TYPE DESIGNATION IF: (1) ALL OF THE GRAPES USED TO MAKE THE WINE ARE OF UNCLASSIFIED

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THE LABELED VARIETIES; (2) THE WINE IS LABELED WITH A CONTROLLED APPELLATION UNDER THE PROVISIONS OF SECTION 4.26 OF EXISTING ATF REGULATIONS; AND (3) THE PERCENTAGE BY WEIGHT OF EACH VARIETY IS SHOWN ON THE LABEL. E) REDEFINE VITICULTURAL AREAS AND VINEYARDS AS APPELLATIONS OF ORIGIN OF A SPECIAL CLASS KNOWN AS CONTROLLED APPELLATIONS, REQUIRING THAT NO LESS THAN 85 PERCENT OF THE GRAPES USED TO MAKE A WINE LABELED WITH A VITICULTURAL AREA, AND NO LESS THAN 95 PERCENT FOR A VINEYARD, BE GROWN WITHIN THE CONFINES OF THE APPROPRIATE AREA. F) REQUIRE THAT THE ACTUAL PLACE OF BOTTLING RATHER THAN THE PRINCIPAL BUSINESS ADDRESS BE SHOWN ON THE LABEL. G) PROHIBIT THE USE OF FOREIGN TERMS ON U.S. DOMESTIC WINES WHICH EITHER DESCRIBE A PARTICULAR CONDITION OF THE GRAPES AT HARVEST (SUCH AS "AUSLESE") OR DENOTE QUALITY UNDER FOREIGN LAW (SUCH AS "QUALITÄTS-WEIN". IMPORTED WINES WOULD OF COURSE BE PERMITTED TO CONTINUE TO BE LABELED WITH THESE TERMS, PROVIDED USE OF THE TERMS IS CONTROLLED BY LAW OR REGULATIONS IN THE COUNTRY OF ORIGIN. H) REQUIRE THE USE OF THE QUALIFYING WORD "BRAND" OR THE SYMBOL "R" OR "(TM)" IN BRAND NAMES OF GEOGRAPHICAL SIGNIFICANCE, OR CONTAINING

THE WORD "VINEYARD" OR VINEYARDS.

3. REPRESENTATIVES OF FOREIGN GOVERNMENTS OR FIRMS MAY
SUBMIT WRITTEN COMMENTS AND OR REQUESTS TO TESTIFY
AT HEARINGS. COMMENTS ON THESE PROPOSED REGULATION
AMENDMENTS MAY BE SUBMITTED BEFORE SEPTEMBER 26, 1977
TO DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS,
WASHINGTON, D.C. 20226.

WASHINGTON HEARINGS ON THE AMENDMENTS WILL BE HELD IN
ROOM 5041, FEDERAL BUILDING, 1200 PENNSYLVANIA AVE.,
WASHINGTON D.C. ON AUGUST 2 AT 10:00 A.M. AND 7:30 P.M.
AND ON AUGUST 3 AT 10:00 A.M. REQUESTS TO PRESENT
ORAL TESTIMONY AT THIS HEARING SHOULD BE SUBMITTED TO
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ATF BY JULY 25, 1977.

SAN FRANCISCO HEARINGS WILL BE HELD AT THE HYATT-REGENCY
HOTEL, EMBARCADERO CENTER ON AUGUST 23 AT 10:00 A.M.
AND 7:30 P.M. AND ON AUGUST 24 AND 25 AT 10:00 A.M.
REQUEST TO PRESENT ORAL TESTIMONY AT THE SAN FRANCISCO

HEARING MUST BE SUBMITTED TO ATF BY AUGUST 16.

4. IT IS POSSIBLE HEARING DATES WILL BE POSTPONED.
POST WILL BE ADVISED OF ANY POSTPONEMENTS.

5. COPY OF PROPOSED AMENDMENTS BEING TRANSMITTED TO
ADDRESSEES VIA POUCH. VANCE

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ORIGIN EB-07

INFO OCT-01 ISO-00 /008 R

66011

DRAFTED BY EB/OT/STA:GWHITE:JH

APPROVED BY EB/OT/STA:TOHERRON

-----018236 010646Z /20

R 010134Z JUN 77
FM SECSTATE WASHDC
TO ALL OECD CAPITALS
AMEMBASSY BRUSSELS

UNCLAS STATE 144016

USEEC

FOLLOWING REPEAT STATE 144016 ACTION ALGIERS BELGRADE BRASILIA
BUDAPEST BUENOS BUCHAREST CAIRO GENEVA LIMA MEXICO MOSCOW
NICOSIA SANTIAGO SOFIA TEL AVIV 21 JUN 77

QUOTE

UNCLAS STATE 144016

USMTN ALSO FOR USMISSON

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: U.S. REGULATIONS GOVERNING LABELING AND ADVERTIS-
ING OF WINE

REF: 76 STATE 288926

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IN THE FEDERAL REGISTER OF JUNE 15, 1977 PROPOSED AMENDMENTS
TO THE EXISTING REGULATIONS GOVERNING APPELLATIONS OF
ORIGIN, VITICULTURAL AREA, ESTATE OR VINEYARD LABELING,
GRAPE TYPE, AND VINTAGE LABELING FOR WINES SOLD IN U.S.
THESE PROPOSED AMENDMENTS ARE MODIFIED VERSIONS OF PROPOSED
AMENDMENTS PUBLISHED IN THE FEDERAL REGISTER NOVEMBER 12,
1976, (SEE REFTEL) AND CONTAIN SEVERAL PROVISIONS WHICH
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B) PROHIBIT THE USE OF THE ENGLISH LANGUAGE TERM
"ESTATE BOTTLED" ON U.S. AND FOREIGN WINES BOTTLED AFTER
JANUARY 1, 1983 FOR SALE IN THE U.S. C) REQUIRE THAT U.S.
AND FOREIGN WINE LABELED WITH A GRAPE TYPE (VARIETAL)
DESIGNATION BE DERIVED FROM NOT LESS THAN 75 PERCENT OF

GRAPES OF THAT VARIETY THE MINIMUM PERCENTAGE OF WHICH
MUST BE SHOWN ON THE LABEL (EXCEPT IN THE CASE OF VITIS

LABRUSCA VARIETIES SUCH AS CONCORD, WHICH WOULD REQUIRE ONLY 51 PERCENT), AND THAT THE MINIMUM PERCENTAGE OF THAT GRAPE BE SHOWN ON THE LABEL. D) THE NAMES OF TWO OR MORE GRAPE VARIETIES MAY BE USED AS THE TYPE DESIGNATION IF: (1) ALL OF THE GRAPES USED TO MAKE THE WINE ARE OF THE LABELED VARIETIES; (2) THE WINE IS LABELED WITH A CONTROLLED APPELLATION UNDER THE PROVISIONS OF SECTION 4.26 OF EXISTING ATF REGULATIONS; AND (3) THE PERCENTAGE BY WEIGHT OF EACH VARIETY IS SHOWN ON THE LABEL. E) REDEFINE VITICULTURAL AREAS AND VINEYARDS AS APPELLATIONS OF ORIGIN OF A SPECIAL CLASS KNOWN AS CONTROLLED APPELLATIONS, REQUIRING THAT NO LESS THAN 85 PERCENT OF THE GRAPES USED TO MAKE A WINE LABELED WITH A VITICULTURAL AREA, AND NO LESS THAN 95 PERCENT FOR A UNCLASSIFIED

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VINEYARD, BE GROWN WITHIN THE CONFINES OF THE APPROPRIATE AREA. F) REQUIRE THAT THE ACTUAL PLACE OF BOTTLING RATHER THAN THE PRINCIPAL BUSINESS ADDRESS BE SHOWN ON THE LABEL. G) PROHIBIT THE USE OF FOREIGN TERMS ON U.S. DOMESTIC WINES WHICH EITHER DESCRIBE A PARTICULAR CONDITION OF THE GRAPES AT HARVEST (SUCH AS "AUSLESE") OR DENOTE QUALITY UNDER FOREIGN LAW (SUCH AS "QUALITATS-WEIN". IMPORTED WINES WOULD OF COURSE BE PERMITTED TO CONTINUE TO BE LABELED WITH THESE TERMS, PROVIDED USE OF THE TERMS IS CONTROLLED BY LAW OR REGULATIONS IN THE COUNTRY OF ORIGIN. H) REQUIRE THE USE OF THE QUALIFYING WORD "BRAND" OR THE SYMBOL "R" OR "(TM)" IN BRAND NAMES OF GEOGRAPHICAL SIGNIFICANCE, OR CONTAINING THE WORD "VINEYARD" OR VINEYARDS.

3. REPRESENTATIVES OF FOREIGN GOVERNMENTS OR FIRMS MAY SUBMIT WRITTEN COMMENTS AND OR REQUESTS TO TESTIFY AT HEARINGS. COMMENTS ON THESE PROPOSED REGULATION AMENDMENTS MAY BE SUBMITTED BEFORE SEPTEMBER 26, 1977 TO DIRECTOR, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS, WASHINGTON, D.C. 20226.

WASHINGTON HEARINGS ON THE AMENDMENTS WILL BE HELD IN ROOM 5041, FEDERAL BUILDING, 1200 PENNSYLVANIA AVE., WASHINGTON D.C. ON AUGUST 2 AT 10:00 A.M. AND 7:30 P.M. AND ON AUGUST 3 AT 10:00 A.M. REQUESTS TO PRESENT ORAL TESTIMONY AT THIS HEARING SHOULD BE SUBMITTED TO ATF BY JULY 25, 1977.

SAN FRANCISCO HEARINGS WILL BE HELD AT THE HYATT-REGENCY HOTEL, EMBARCADERO CENTER ON AUGUST 23 AT 10:00 A.M. AND 7:30 P.M. AND ON AUGUST 24 AND 25 AT 10:00 A.M. REQUEST TO PRESENT ORAL TESTIMONY AT THE SAN FRANCISCO

HEARING MUST BE SUBMITTED TO ATF BY AUGUST 16.

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POST WILL BE ADVISED OF ANY POSTPONEMENTS.

5. COPY OF PROPOSED AMENDMENTS BEING TRANSMITTED TO
ADDRESSEES VIA POUCH. VANCE. UNQUOTE.

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Message Attributes

Automatic DecapTIONing: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: LABELING, WINES, AMENDMENTS
Control Number: n/a
Copy: SINGLE
Sent Date: 21-Jun-1977 12:00:00 am
DecapTION Date: 01-Jan-1960 12:00:00 am
DecapTION Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: GWHITE:JH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770222-0260
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770634/aaaabdxr.tel
Line Count: 291
Litigation Code IDs:
Litigation Codes:
Litigation History: Hold (001 Tobacco) added on 4/16/2009 3:39:00 PM by WASHDCMcGoldRJ, Hold (001 Tobacco) removed on 4/16/2009 3:45:04 PM by WASHDCMcGoldRJ (Litigation Hold Lifted)
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f83d6479-c288-dd11-92da-001cc4696bcc
Office: ORIGIN EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 6
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 288926
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2079747
Secure: OPEN
Status: NATIVE
Subject: U.S. REGULATIONS GOVERNING LABELING AND ADVERTIS- ING OF WINE
TAGS: ETRD, AG
To: ALGIERS BELGRADE MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f83d6479-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009